

Hitting the Cosmetic Dermatology Jackpot

The setting was the fabulous Wynn Las Vegas Resort. The total number of attendees exceeded 1000. The speakers were internationally acclaimed thought leaders in the fields of cosmetic dermatology and aesthetic surgery. The exhibit hall was sold out with 105 aesthetically oriented vendors who were delighted to share their products, ideas, thoughts, and tools with the attendees. The physician audience represented the major core aesthetic specialties of dermatology and the plastic surgery disciplines. Add to the mix 100 dermatology residents and fellows, a few dozen venture capitalists, and senior-level representatives from virtually every industry partner in the pharmaceutical world, and you have quite an exciting 3-day meeting. Of course, you would expect nothing less; after all, this was Las Vegas. And the meeting? The American Society of Cosmetic Dermatology & Aesthetic Surgery (ASCDAS) Fifth Annual Meeting, Exhibition, and Workshops!

The meeting opened with a welcome from 2006 ASCDAS President Dr. Vic Narurkar and concluded with the installation of Dr. Joel Schlessinger as the President for 2007. From beginning to end, the rhythm was a fast-paced drumbeat of information downloading.

The presentation of the annual Albert Kligman, MD, Visionary Award in Cosmetic Dermatology, hosted by OrthoNeutrogena, was truly an emotional moment. As colleagues, previous residents and fellows, friends in industry, and invited guests applauded this visionary laser innovator who has done so much for the specialty and the public, Dr. Anderson was graciously humbled.

This year also marked the first Alan Scott Residency Award for excellence in cosmetic dermatology. Dr. Scott, credited with being the first physician to describe the use of botulinum toxin type A injections, was honored for his pioneering work with the establishment of this prize for residents in cosmetic dermatology. This year's recipient, Dr. Jon Keeling from Wellington Regional Medical Center, West Palm Beach, Fla, was selected for a paper titled "The Use of Topical Therapies in Combination With Procedures for Treatment of Hyperpigmentation Disorders."

If a meeting could be custom-designed to teach cosmetic dermatology knowledge and skills to core specialists, this was it. There were full-throttle, no-nonsense discussions of lasers, toxins, fillers, peels, products, and more. When the lectures were over, the receptions began, and in between, residents and fellows had a chance to meet, converse with, question, and challenge key opinion leaders from academia, private practice, and industry.

The afternoons were dominated by live procedure workshops, including hours of injections of fillers and toxins utilizing a multispecialty approach. Drs. Michael Kane,

Steven Dayan, and Brian Biesman, representing plastic, facial plastic, and oculoplastic approaches, were hosted by Dr. Schlessinger and myself in a candid, give-and-take exchange of views, techniques, selection of products, and facial-assessment protocols. Live audience question-and-answer interactions were well received by the faculty, including a particularly well-produced technique video of tear-trough augmentation using hyaluronic acid that was narrated by Dr. Kane, the first published author of this technique.

Saturday evening featured a silent auction that offered terrific values for the astute shopper in need of skill-set training or equipment or looking to spend a day with a board member to observe and learn cosmetic practice firsthand. Afterward, residents and fellows were treated to a reception featuring pure Vegas-style entertainment.

Practice success, as defined by the development of a cosmetic office practice and the associated aspects of practice management and marketing necessary to both achieve and maintain successful growth, was the topic discussed Sunday morning. Members of the faculty, in conjunction with Allergan Practice Consultants' William Miller, outlined the essential components of a successful cosmetic practice.

What else could you hope for in the world of cosmetic dermatology? How about a larger meeting for 2007, with more programs for residents and experienced cosmetic dermatologists? Under the leadership of Dr. Schlessinger, there will be new topics, seminars, and speakers, and an expanded residents' and fellows' program track. As Dr. Schlessinger put it, "I have been preparing, since the inception of ASCDAS 6 years ago, to lead this organization to a new level of prestige and success. With the help of my colleagues on the board of directors, our partners in industry, and the support of our official journal, *Cosmetic Dermatology*[®], we are committed to raising the standard of education for core specialists in this exciting arena."

So, what's next? Mark your calendars for November 29-December 2, 2007, and prepare to learn, enjoy, and expand your skills at the sixth annual meeting of ASCDAS. A special reminder to residents: scholarship space is limited, the waiting list will open soon, and the word is out—ASCDAS is *the* forum for residents' cosmetic dermatology skill-set building. So don't hesitate; visit www.ascdas.org and watch for the opening of registration for next year's meeting!

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